



Electronic Filing System (EFS) Data
Electronic Patent Application Submission
USPTO Use Only

EFS ID: 65260
Application ID: 10006874
Title of Invention: Alternative Advertising in
Prerecorded Media
First Named Inventor: Michael Plotnick
Domestic/Foreign Application: Domestic Application
Filing Date: 2001-11-14
Effective Receipt Date: 2004-07-26
Submission Type: Information Disclosure
Statement
Filing Type:
Confirmation number: 5480
Attorney Docket Number: T738-10



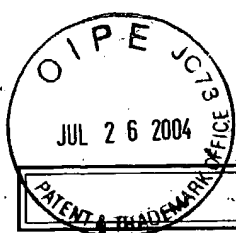
RECEIVED

JUL 30 2004

Technology Center 2600




Total Fees Authorized:

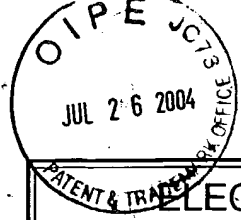
Digital Certificate Holder: cn=Douglas Ryder,ou=Registered Attorneys,ou=Patent and Trademark
Office,ou=Department of Commerce,o=U.S. Government,c=US
Certificate Message Digest: 842314491e74114cd078e7f0627eee6f1e25f6d3

**TRANSMITTAL**

Electronic Version v1.1

Stylesheet Version v1.1.0

| Title of Invention | Alternative Advertising in Prerecorded Media | | | | | | | | | | | | | | | |
|---|--|--|-------------|--|--|------------|------------|------------------------|------------|-----------------|----------------------|------|-------------|-------------------------|---------|------------------------|
| <table><tr><td>Application Number:</td><td>10/006874</td><td></td></tr><tr><td>Date:</td><td>2001-11-14</td><td></td></tr><tr><td>First Named Applicant:</td><td>Michael A</td><td>RECEIVED</td></tr><tr><td>Confirmation Number:</td><td>5480</td><td>JUL 30 2004</td></tr><tr><td>Attorney Docket Number:</td><td>T738-10</td><td>Technology Center 2600</td></tr></table> | | Application Number: | 10/006874 |  | Date: | 2001-11-14 | | First Named Applicant: | Michael A | RECEIVED | Confirmation Number: | 5480 | JUL 30 2004 | Attorney Docket Number: | T738-10 | Technology Center 2600 |
| Application Number: | 10/006874 |  | | | | | | | | | | | | | | |
| Date: | 2001-11-14 | | | | | | | | | | | | | | | |
| First Named Applicant: | Michael A | RECEIVED | | | | | | | | | | | | | | |
| Confirmation Number: | 5480 | JUL 30 2004 | | | | | | | | | | | | | | |
| Attorney Docket Number: | T738-10 | Technology Center 2600 | | | | | | | | | | | | | | |
| <p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p> <table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Douglas J Ryder Registered Number: 43,073</td><td>/DJR/</td><td>Attorney</td></tr></tbody></table> | | Submitted by: | Elec. Sign. | Sign. Capacity | Douglas J Ryder Registered Number: 43,073 | /DJR/ | Attorney | | | | | | | | | |
| Submitted by: | Elec. Sign. | Sign. Capacity | | | | | | | | | | | | | | |
| Douglas J Ryder Registered Number: 43,073 | /DJR/ | Attorney | | | | | | | | | | | | | | |
| <table><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>T738-10_07-26-04-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table> | | Documents being submitted | Files | us-ids | T738-10_07-26-04-usidst.xml | | us-ids.dtd | | us-ids.xsl | | | | | | | |
| Documents being submitted | Files | | | | | | | | | | | | | | | |
| us-ids | T738-10_07-26-04-usidst.xml | | | | | | | | | | | | | | | |
| | us-ids.dtd | | | | | | | | | | | | | | | |
| | us-ids.xsl | | | | | | | | | | | | | | | |
| Comments | | | | | | | | | | | | | | | | |



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

| Title of Invention | Alternative Advertising in Prerecorded Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---------------|------------|------------|------|----------|----------|-------|----------|--|---|---------|------------|------------|--|--|--|--|---|---------|------------|---------|--|--|--|--|---|---------|------------|------|--|--|--|--|---|---------|------------|-------|--|--|--|
| <div>Application Number: 10/006874</div> <div>Confirmation Number: 5480</div> <div>First Named Applicant: Michael Plotnick</div> <div>Attorney Docket Number: T738-10</div> <div>Art Unit: 2611</div> <div>Examiner: Christopher Grant</div> <div>Search string: (6064376 or 5956025 or 5923627 or 4930158).pn.</div> <div> RECEIVED JUL 30 2004 Technology Center 2600</div> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| US Patent Documents | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Note: Applicant is not required to submit a paper copy of cited US Patent Documents | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td></td><td>1</td><td>6064376</td><td>2000-05-16</td><td>BEREZOWSKI</td><td></td><td></td><td></td></tr><tr><td></td><td>2</td><td>5956025</td><td>1999-09-21</td><td>GOULDEN</td><td></td><td></td><td></td></tr><tr><td></td><td>3</td><td>5923627</td><td>1999-07-13</td><td>MIWA</td><td></td><td></td><td></td></tr><tr><td></td><td>4</td><td>4930158</td><td>1990-05-29</td><td>VOGEL</td><td></td><td></td><td></td></tr></tbody></table> | | init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass | | 1 | 6064376 | 2000-05-16 | BEREZOWSKI | | | | | 2 | 5956025 | 1999-09-21 | GOULDEN | | | | | 3 | 5923627 | 1999-07-13 | MIWA | | | | | 4 | 4930158 | 1990-05-29 | VOGEL | | | |
| init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 | 6064376 | 2000-05-16 | BEREZOWSKI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 | 5956025 | 1999-09-21 | GOULDEN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 3 | 5923627 | 1999-07-13 | MIWA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4 | 4930158 | 1990-05-29 | VOGEL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Signature | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"><tr><td>Examiner Name</td><td>Date</td></tr><tr><td></td><td></td></tr></table> | | Examiner Name | Date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Examiner Name | Date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |